

# QP

JANUARY 2022

FASHION AND LIFESTYLE MAGAZINE

# TALA GOLZAR

BY AREZOO JALALI









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ZERO SETTE SETTE ZERO



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## LETTER FROM THE EDITOR

*Hi there,*

*We receive this new year with arms wide open, with high expectations for all the good things we need in our lives.*

*2022 is set to be a year of transition, battling our way to a not too distanced world in which the virus is under control.*

*Our cover girl, TALA GOLZAR, is a perfect example of what is required to achieve your dreams, your vision, with a very complicated country as background. Her immense determination and talent are key to her success. Congrats!*

*We are also very happy to finally feature our dear friend, ANNA CLOLS, the sexy actress and producer from Barcelona, Spain, together with a good set of editorials that I am sure you'll love.*

*Cheers!*

*JOSE-MARIA JIMENEZ*  
*Editor-in-Chief*  
**QPmag**



# COVER



MODEL: TALA GOLZAR @talagolzar  
PHOTOGRAPHER: AREZOO JALALI @arezoojalali\_photographer  
MAKEUP ARTIST: NADIA SERPOOSH @makeupnadiya.co  
PR/MARKETING: OSKAR RIVERA @riveraxproductions



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A woman with long, wavy brown hair is posing against a light grey background. She is wearing a blue silk long-sleeved shirt with a deep V-neckline and a matching blue silk mini skirt. The shirt and skirt have visible buttons. Her hands are clasped in front of her waist. The lighting is soft and even.

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# SHOWGIRLS

PHOTOGRAPHER/CREATIVE DIRECTOR: SHAWN FERJANEC @sgf\_foto  
MODELS: LAKEN ROMINE @lakenromine @newmarkmodels  
& ALYSSA MORALES @alyssa\_natalia @willowmodels  
WARDROBE STYLIST: LUDO GARNIER @ludo\_garnier  
MAKEUP ARTIST: MICHELLE V. @beautybymichelle  
HAIR STYLIST: RUTH MEDRANO @ruthbmedrano





























Designer **LUDO GARNIER**









Designer **LUDO GARNIER**









Designer **LUDO GARNIER**

**QP**









Designer **LUDO GARNIER**









Designer **LUDO GARNIER**





Designer **LUDO GARNIER**













Designer **LUDO GARNIER**



# BEYOND GOOD & EVIL

PHOTOGRAPHER & ART DIRECTOR: IVAN DUMONT @ivandumont  
MODEL: NATALIE GLEBOVA @natalieglebova  
WARDROBE STYLIST: ORICIA DOMINGUEZ @oriciadominguez  
MAKEUP ARTIST: JOSE LUIS BLASCO @josele.makeup  
HAIR STYLIST: NOELIA GALLARDOS @noelia\_gallardos  
PHOTO ASSISTANT: EDGAR MONRROY @edgarmonrroyphotography  
PRODUCTION: JAVIER CORREIA @ejavier88





Designer **JUANA MARTIN**

**QP**





Designer **ALICIA RUEDA**



Designer **JUANA MARTIN**





Designer **JUANA MARTIN**











Designer  
**ATELIER FERNANDO CLARO**











Designer **JUANA MARTIN**





Designer **MALNE**













Designer **MALNE**





COVER

# TALA GOLZAR

## *THE PURSUE OF A DREAM*

Interview by SHANNEN TIERNEY @shannen.tierney

*Things didn't look too good for people like Tala in her home country, Iran. Born in the post-revolution era, she still managed to fulfill her dreams with hard work and sacrifices. Now she is both a model and a Pharmacist, getting ready to launch her own supplement line in 2022.*

MODEL: TALA GOLZAR @talagolzar  
PHOTOGRAPHER: AREZOO JALALI @arezoojalali\_photographer  
MAKEUP ARTIST: NADIA SERPOOSH @makeupnadiya.co  
PR/MARKETING: OSKAR RIVERA @riveraxproductions











White Dress  
**WILL FRANCO**





Black Dress  
**STELLO**





**H**ow has your degree in pharmacy helped you be more knowledgeable in your passion for health and beauty?

Pharmacy and beauty can be related in many ways especially when it comes to the supplements you need as part of your diet to maintain a healthy skin and hair. In fact, I am working on my own supplement line which is a combination of both my careers, Fashion and Pharmacy.

**What was it like being a model while also pursuing your degree?**

It was not easy. Being a full-time student in Pharmacy school is not an easy thing to do by itself. There were times where I had to study while the hair stylist was working on my hair or times where I held my book all along a casting call. It was hard but I did it. I never wanted to give up on any of my careers.

**What made you want to pursue modeling?**

Modeling was my childhood dream. On the other hand, I got offers from designers and got so many compliments from people that I reminded them of fashion models therefore I went for it.

**You've done a lot of traveling.**

**What's one place you've visited that you'd love to go back to and why?**

Switzerland. It is a land of dreams. That land looks nothing like the rest of the world. Everything looks beyond beautiful there.

**What's something you wish would change about the modeling industry and why?**

I wish there was more respect. Some designers treat models based on their range of followers or how popular they are. I don't like discrimination.

**How would you describe your style?**

Chic. I prefer to dress up classy rather than sexy. I prefer to show more of my knowledge than my skin.

**If you could go back in time to live in any decade which would it be and why?**

50 years ago in my home country, Iran. Before the revolution, the country was in peace, and Iran was considered a great country. As the regime changed so many people including me and my family had to leave to pursue our dreams as it was no longer to do so in Iran.

**“I felt  
proud every  
second of  
my life  
because I  
suffered to  
get where  
I am.”**

**What is a moment in your career that you felt the proudest of yourself?**

There was not one moment. I felt proud every second of my life because I suffered to get where I am, I put so much effort and worked hard. But the proudest day of my life was the day of my white coat ceremony.

**What are some of your favorite beauty products?**

La Prairie is my favorite brand.

**On days when your work life may feel like too much, how do you like to de-stress?**

I do my best to take small breaks but if I have time I spend a couple of hours at a spa for a little “me time”.

**If you could organize a dinner with any 5 people who's acted as an inspiration to you, who would you invite?**

Elon Musk, Oprah Winfrey, Anthony Fauci, Michael Jordan, and Jeff Bezos.

**Do you have anything new you'd like to pursue in 2022?**

Yes. My goal is to have my supplement line out in the market this year.



*“I prefer to show  
more of my knowledge  
than my skin .”*







Black Dress **STELLO**



White Dress  
**WILL FRANCO**











Dress **WILL FRANCO**



Dress **WILL FRANCO**











Dress **WILL FRANCO**



Dress **WILL FRANCO**









*“I prefer to  
dress up classy  
rather  
than sexy.”*






Dress **WILL FRANCO**











# DOUBLE TROUBLE

PHOTOGRAPHER: KARINA DOBRA @karinadobraphoto

MODELS: MARIE-LAURE @mawwwieeee  
& DANIELA SLOBODIANIUK

AGENCY: THE INDUSTRY LA @theindustryla

WARDROBE STYLIST: STACY JEFFERSON @stacyjefferson

MAKEUP ARTIST: LETI MEYERS @letimeyerspro





















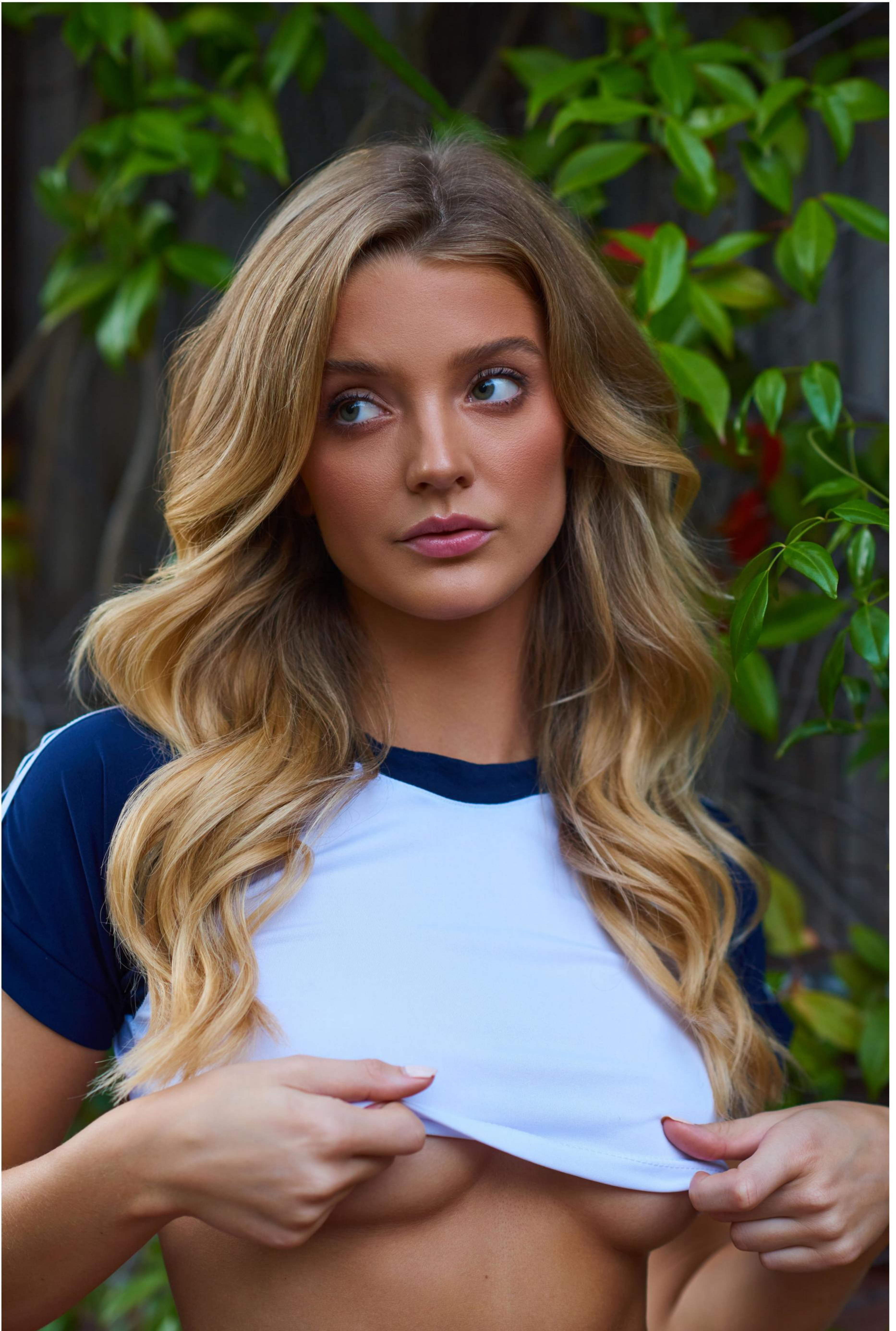
























Spanish  
actress and  
producer,  
**ANNA CLOLS**  
poses this  
sexy for  
**QP!**



A professional studio portrait of a woman with long, wavy brown hair and light brown eyes. She is wearing a light pink or beige top. The background is a soft, out-of-focus grey. Large, light blue text is overlaid on the lower half of the image.

# ANNA CLOLS

@annaclols

PHOTOGRAPHER: KARINA DOBRA  
@karinadrobraphoto

QP



















INTERVIEW

# AIMÉE SMALLE

*FASHION  
DESIGNER*

oddmuse

L O N D O N







AIMEE SMALE





## *We had the pleasure to interview AIMEE SMALE, the face behind the British fashion brand ODD MUSE.*

***How did you start in fashion?***

*I studied Fashion Buying at University in London and started working in a buying team with ASOS.com when I graduated. I learned a lot about the logistics behind starting a fashion brand. Bringing visions to life in my head felt so distant until I was in a position where I was assisting buy and import stock all over the world, I built relationships with suppliers and gained the confidence to start my own brand.*

***What is your favourite part of being a fashion designer?***

*In any creative industry, I think the feeling of your vision starting off as an idea in your head, or a sketch on a piece of paper to live in the flesh is the most rewarding feeling. When I worked in Fashion I was not given the opportunity to be so creative as it was an entry-level low paid job, and I was always swamped with crazy amounts of admin, so I guess a favorite part of mine is the freedom.*

***What inspires you to create amazing collections season after season?***

*I am inspired by re-occurring trends, and how ODD MUSE can elevate shapes while with-holding their timeless element for years to come. Alongside a high-quality standard, this is what I believe Investment Fashion to be. To put into context, our best-selling Ultimate Muse Blazer was inspired by the essential that is a womenswear blazer. We created a completely unique version, with a pointed hem sleeve and a range of belts to revive the blazer in your wardrobe. It is innovative but timeless.*

***How would you define the ODD MUSE woman?***

*The ODD MUSE woman has always seen value in her clothing, she invests in her wardrobe and loves to shop with smaller, exclusive brands. We also feel we capture this same woman at a younger stage in her life, as she matures and starts to earn her own money, she gradually comes away from cheaper brands and starts to see value in collectively investing into pieces. I feel ODD MUSE helps the young, sometimes hesitant, woman to really start to see the value in shopping premium.*

***Who is on your wish list to dress?***

*The ODD MUSE dream is to see Hailey Bieber in the Ultimate Muse Blazer, she embodies the ODD MUSE woman.*

***How is working in fashion different today than from when you started out?***

*I started working in Fashion 3 years ago after my studies, I don't think much has changed in this time however I think there needs to be a change and this is partly what contributed to me starting Odd Muse. Working in Fashion is fiercely competitive, pay is low and progression is slow. I have a small team currently, but I am dedicated to working with young creatives and growing together.*

***What role do you think social media plays in fashion today?***

*Social Media has made Fashion so fast, trend-heavy, less creative, and somewhat unrealistic. This was something I wanted to challenge. I appreciate luxury brands for, not only their quality but their slowness and longevity. However, Instagram is dominated by Influencers promoting a new fast-fashion outfit every day and*

***“I feel ODD MUSE helps the young woman to really start to see the value in shopping premium.”***











*young girls feel the need to keep up. I think the world is changing, the younger consumer is gradually seeing more value in something that has the potential to hang in their wardrobe for years to come, that is made more ethically.*

*How do you want women to feel when wearing your clothes?*

*Confident and exclusive. This is always in my mind when designing, and I always ask myself how I feel whenever I try a pro-type on.*

*If you could go back and tell yourself one thing before beginning your career what would it be?*

*I am still so young, so I still feel in a position where*

*I am learning and growing but the beginning was tough. I would probably want to reassure myself that everything is temporary, I was working very hard in such a low-paid job but the knowledge I gained was so valuable to my success today.*

*Where do you see yourself in the next ten years?*

*I have seen what my brand can do in less than one year, I have so many plans for the next ten years which I know we are capable of. I want to grow in markets worldwide, we send orders all over the world but I am keen to grow these markets by having a stronger presence.*

***“I think the world is changing,  
the younger consumer is  
gradually seeing more value in  
something that has the potential to  
hang in their wardrobe for years to  
come, that is made more ethically.”***



AIMEE SMALE



QP





Jacket **NOW PR**  
Pants **MARCIANO**  
Bag **MOZZAFIATI**  
Heels  
**CHRISTIAN LOUBOUTIN**  
Accessories **ETTIKA**



A full-page fashion photograph of a woman with light brown hair pulled back, wearing a black satin blazer with a deep V-neckline and a diamond necklace. She is standing with her hands on her hips, looking directly at the camera. The background shows a cityscape and a swimming pool under a blue sky with light clouds.

# DRESSED TO KILL

PHOTOGRAPHER: ELM DIAZ @elm.diaz  
MODEL: ANYA SHEVCHENKO @anya.shevchenko\_  
WARDROBE STYLIST: DANIEL ALAMILLO @danielalamillo\_  
STYLE HOUSE: NOW PR LA @nowprla  
CREATIVE DIRECTION: ELEGANT NETWORK @elegantnetwork  
LOCATION: THE OBSERVATORY BEL AIR @theobservatorybelair

QP



A woman with blonde hair is sitting on a modern wooden chair with a zebra-print cushion. She is wearing a black blazer, black leggings, and black high-heeled shoes. She is looking directly at the camera. The background shows a large glass window reflecting the outdoors.

Jacket **NOW PR**  
Pants **MARCIANO**  
Bag **MOZZAFIATI**  
Heels **CHRISTIAN LOUBOUTIN**  
Accessories **ETTIKA**











Jacket **NOW PR**  
Pants **MARCIANO**  
Bra **HONEY BIRDETTE**  
Bag **MOZZAFIATI**  
Heels **CHRISTIAN LOUBOUTIN**  
Accessories **ETTIKA**





Dress **GLAUDI**  
Accessories **ETTIKA**























**VERONICA  
THARMALINGAM**  
HANDBAGS & JEWELRY





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# ALYSSA MORALES

BY SHAWN FERJANEC



Alyssa Morales is the central figure, looking directly at the camera with a confident expression. She has long, dark, wavy hair. She is wearing a black, long-sleeved, form-fitting dress with a high neckline. Over her shoulders and down her front are several large, ornate necklaces made of silver and clear crystals. She is also wearing long, black, velvet gloves that reach up to her elbows. Her right hand is raised, with her index finger pointing towards the camera. The background is a dimly lit room, possibly a dressing room or a backstage area, with various items hanging on the wall, including what looks like a feathered costume or a large necklace. The lighting is dramatic, with strong highlights on her face and the jewelry, and deep shadows elsewhere.

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# ALYSSA MORALES

BY SHAWN FERJANEC